

# Logo GUIDELINES

## The New Hampshire State Council on the Arts Logo (NHSCA)

The NHSCA logo is the cornerstone of our identity, an expression of the NHSCA personality. It represents both artistic quality and public access to the arts as New Hampshire values, with an emphasis on contributing to NH's quality of life through the arts. The logo is a reminder to the public that the American people as a whole and NH people, in particular, through their participation in a democratic government, are supporting the arts. When the logo is displayed, it signifies meaning in our values and represents confidence to the public, elected officials and contributors.

### Logo Color

The logo must always appear in the colors shown.

- \* If the document is black and white, the logo should be black, or reversed out of black.
- \* If the document is in full-color, the logo should be one of the choices shown to the right that best compliments the piece.

The purpose of the NHSCA color palette is to make a visual impression in the minds of the public, elected officials and contributors. The color palette for the NHSCA has a specific purpose. Purple is representative of purple mountain views to the purple finch (the state bird) to lilacs (the state flower). Above all, Purple suggests creativity. Gray suggests a solid foundation, the bedrock of "the NH way" being common sense Yankee frugality. Green is the impact of the natural environment on arts and everything else in NH—a source of inspiration. Together creating a bond among visual mediums when used under these guidelines allowing for the furthering of the NHSCA message.

### Color logos



New Hampshire  
State Council on the Arts

#### PRIMARY

##### PMS 526

|   |    |   |     |
|---|----|---|-----|
| C | 78 | R | 64  |
| M | 94 | G | 14  |
| Y | 10 | B | 116 |
| K | 1  |   |     |



New Hampshire  
State Council on the Arts

#### SECONDARY

##### PMS 349

|   |    |   |    |
|---|----|---|----|
| C | 94 | R | 0  |
| M | 33 | G | 74 |
| Y | 85 | B | 42 |
| K | 24 |   |    |

### Black logo



New Hampshire  
State Council on the Arts

#### STATE NAME

##### PMS 430

|   |    |   |     |
|---|----|---|-----|
| C | 44 | R | 127 |
| M | 30 | G | 132 |
| Y | 27 | B | 133 |
| K | 11 |   |     |



# Logo Application

## Area of encroachment and visual application

The NHSCA logo must be separated from all other graphic elements. To give the NHSCA logo prominence and to ensure legibility, the space around the logo should be dealt with generously. The logo must always be surrounded by clear space equal to the space between the “horizontal rule” and the bottom of “State” at minimum.



## Minimum Size

Because of legibility and manufacturing processes, the descriptive type below the “ARTS” symbol at a small scale will start to distort. To avoid this, it is recommended that the NHSCA logo must not be reduced beyond where the “ARTS” symbol is 1.625” wide.



## Logo usage on varying backgrounds

The NHSCA logo must be viewed with clarity and distinction. The splashy “ARTS” symbol was chosen to suggest creativity, breaking boundaries, coloring outside the lines, playing with positive and negative space and shape. Thus, the logo should be represented on a background that won't obscure the visual impact that the NHSCA logo conveys (i.e. - lighter backgrounds should be no greater than 10% photographic or color tint screen, and darker backgrounds should be no less than 80% photographic or color tint screen).

The logo should not be used as “wallpaper” which decreases the individual impact intended.

When used against a dark background, the white logo should be utilized.

## Do's



## Don'ts



Application